

IEC

NEWSLETTER

NOVEMBER 2025



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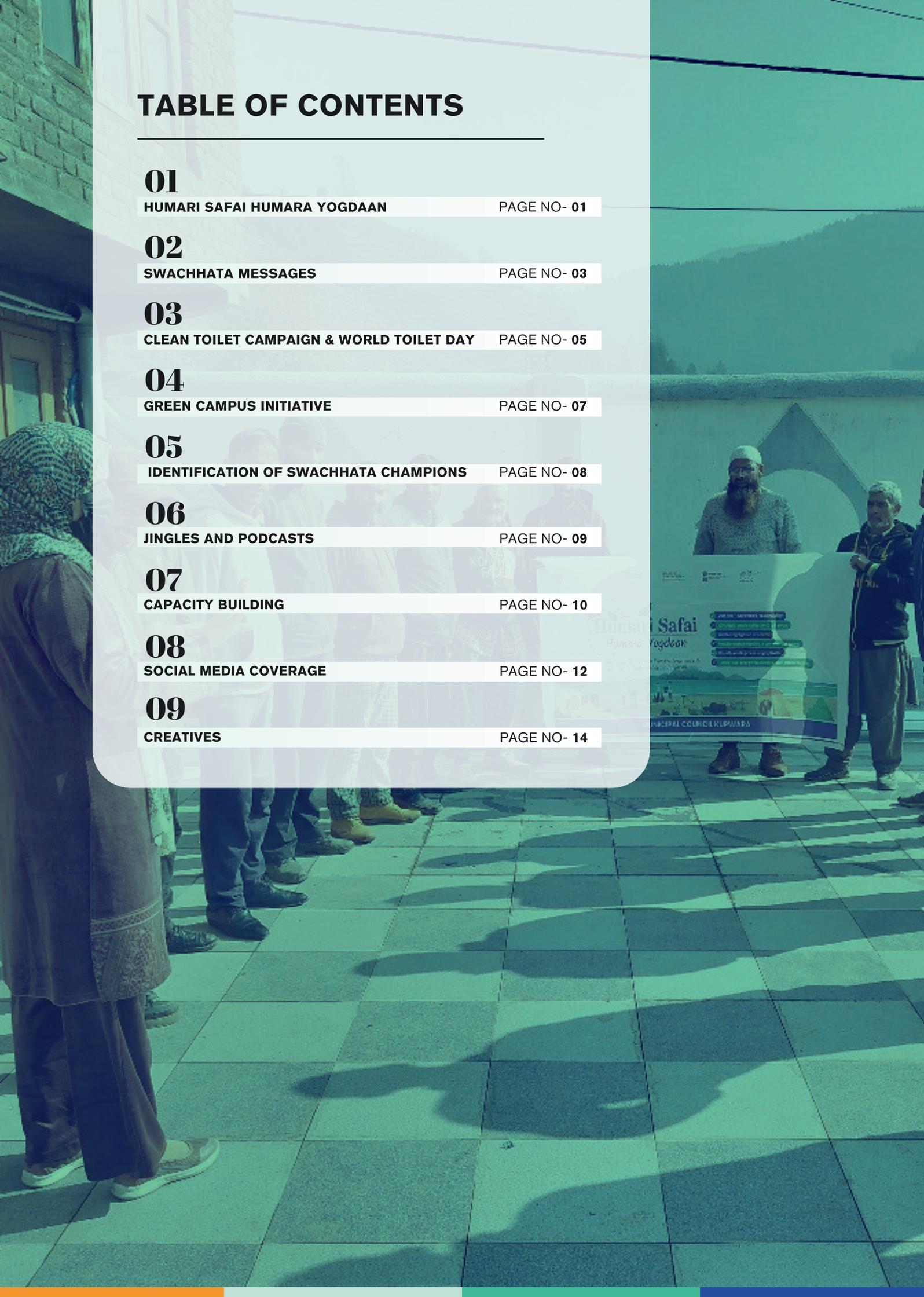
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MAJOR HIGHLIGHTS

Humari Safai Humara Yogdaan

Number of activities conducted

450+

Swachhata Champions

Swachhata Champions identified

480

Green Campus Capacity Building

Number of Capacity Building sessions

1000+

Clean Toilet Campaign

Total no of CT/PT Feedback

4000+

Video Messages

Video Messages from Influencers

80

CITIZEN MOBILIZATION DRIVE



November witnessed a robust and highly targeted Citizen Mobilization Drive, branded "**Hamari Safai, Humara Yogdaan**", aimed at institutionalizing user charge collection and strengthening segregation at the household level.

On-Ground Impact:

Total Activities: ULBs successfully executed 80 focused activities throughout the month, engaging citizens directly on sanitation accountability.

Collection & Compliance:

The drive drove a clear improvement in daily operations, with ULBs reporting an uptick in 100% daily door-to-door waste collection in residential and commercial sectors. Source segregation compliance also saw significant improvement.

Night Sweeping:

Enforcement of sanitation schedules was ramped up, with regular night sweeping and waste clearance launched in key commercial zones for improved morning sanitation.

Financial Viability:

Crucially, the campaign successfully promoted timely user charge collection, bolstering the financial self-sustainability of waste management services and strengthening accountability among field staff.

Outreach Methods:

The month's execution included intensive IEC street campaigns, ward-level community meetings with RWAs and market associations, and hands-on training for drivers and helpers on effective user charge collection.





VIDEO MESSAGES

Swachhata Messages

The strategy for leveraging local influence was maintained and strengthened

Champion Engagement: The newly identified Swachhata Champions were onboarded and immediately began engagement in local outreach activities, serving as on-the-ground advocates for sustained behavioral change in their localities.

Community Voice: Existing social influencers and community leaders continued their collaboration with ULBs to amplify core SBM-U 2.0 messaging, ensuring the campaign utilized trusted local voices for mass communication.



CLEAN TOILET CAMPAIGN AND WORLD TOILET DAY

Clean Toilet Campaign and World Toilet Day (Nov 19th - 30th)

In a focused effort to ensure high standards of public sanitation and hygiene, the department successfully launched and executed a 12-day "Clean Toilet Campaign" from November 19th to November 30th, 2025, strategically coinciding with World Toilet Day. This campaign was critical in enhancing the maintenance and public accessibility of Community Toilets (CTs), Public Toilets (PTs), and Standalone Urinals across all ULBs.



Execution Highlights and Achievements:

Capacity Building on ODF Protocol (Nov 19th - 21st): The campaign was initiated with a crucial three-day online training session for key ULB functionaries, including CEOs, EOs, Nodal Officers, and sanitary staff. This session successfully equipped personnel with the knowledge to assess toilets based on the FACES Parameters (Functionality, Accessibility, Cleanliness, Easy to locate, and Safety) of the ODF Protocol.

City-Wide Physical Assessment (Nov 20th - 30th): Following the training, field teams immediately launched a comprehensive city-wide physical audit and verification of all public sanitation facilities previously mapped on the Swachhatam Portal. This audit validated the on-ground status of cleanliness, water availability, and lighting across all public facilities.

Public Feedback Validation: A core component of the drive was ensuring public accountability. Teams successfully ensured active collection of public feedback for each audited toilet via designated QR codes. For major Corporations like JMC/SMC, the target of 15 feedbacks per facility was achieved, directly validating the user experience and service functionality.

Signage Compliance: ULBs verified the proper installation and visibility of directional signage for public toilets, ensuring ease of access and meeting the audit requirements for accessibility (Option 1 required signage every 100m, Option 2 every 300m, etc.).

Stock Management: The assessment also included an inspection of supply chain readiness, ensuring that staff were provided with necessary consumables and cleaning equipment and that there was no stock out for longer than 24 hours (Parameter D17).



GREEN CAMPUS INITIATIVE

ADVANCING THE GREEN CAMPUS INITIATIVE

November marked the successful continuation of the Green Campus Initiative, a crucial activity in the three-month rollout.

Ground Action and Objectives:

The initiative drove awareness and compliance across all targeted Bulk Waste Generators (BWGs), including institutions like hospitals, educational campuses, and large offices.

The ULBs' focus was on ensuring these generators began on-site processing of their wet waste, reducing the burden on municipal systems, and promoting a total of 1093 Green Campuses across the region. Campaign efforts centered on promoting waste segregation, advocating for the Ban on Single-Use Plastic (SUP), and enhancing green cover.



IDENTIFICATION OF SWACHHATA CHAMPIONS

The process for identifying local sanitation heroes was finalized this month, successfully completing the selection of Swachhata Champions across the ULBs.

The Directorate officially identified and finalized the list of 03 Male and 03 Female Swachhata Champions.

These champions, drawn from diverse categories (citizens, NGOs, etc.), immediately began integration into local IEC outreach and community engagement activities, serving as on-the-ground advocates for sustained behavioral change in their localities.



JINGLES & PODCASTS

The production of specialized audio content was successfully advanced during November, significantly contributing to the month's awareness campaigns.

Targeted Outreach: These audio assets were developed on various themes related to Swachhata (including the "Humari Safai, Humara Yogdaan" drive, segregation mandates, and the Clean Toilet Campaign).

Regional Penetration: Crucially, the content was recorded in 5 different regional languages to ensure maximum community penetration and direct resonance with citizens across all ULBs. This audio outreach is now being utilized to amplify core SBM-U 2.0 messages across public spaces and radio platforms.

PRODUCTION STATUS
Out of the planned target of 25 jingles, a total of 17 jingles were submitted.



CAPACITY BUILDING: HANDS-ON SOLID WASTE MANAGEMENT TRAINING

To boost operational capability, a key capacity building program focused on Segregation of Waste at source, Door to Door Collection, Ban on SUP & RRR (Reduce, Reuse, and Recycle) was successfully delivered to field staff across the ULBs in November.

Key Takeaways for Field Staff:

The training modules equipped staff with the practical skills needed to correctly identify and segregate different waste streams at the source.

Sessions emphasized the application of RRR principles in daily municipal operations.

The program was designed to convert participants into responsible waste managers and ambassadors, who are now tasked with motivating their peers and local communities.



CAPACITY BUILDING ON ODF PROTOCOL



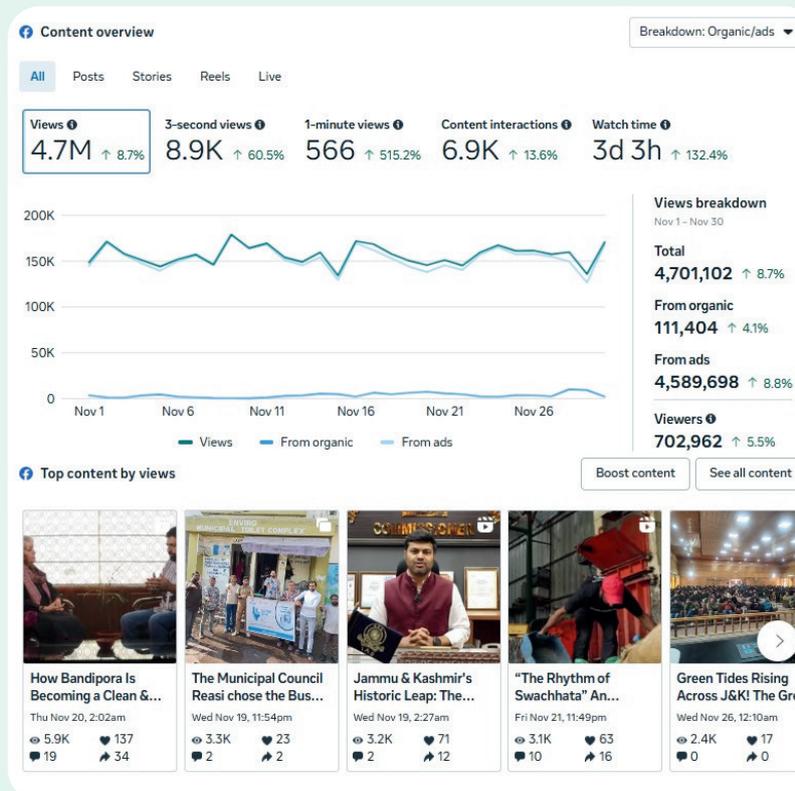
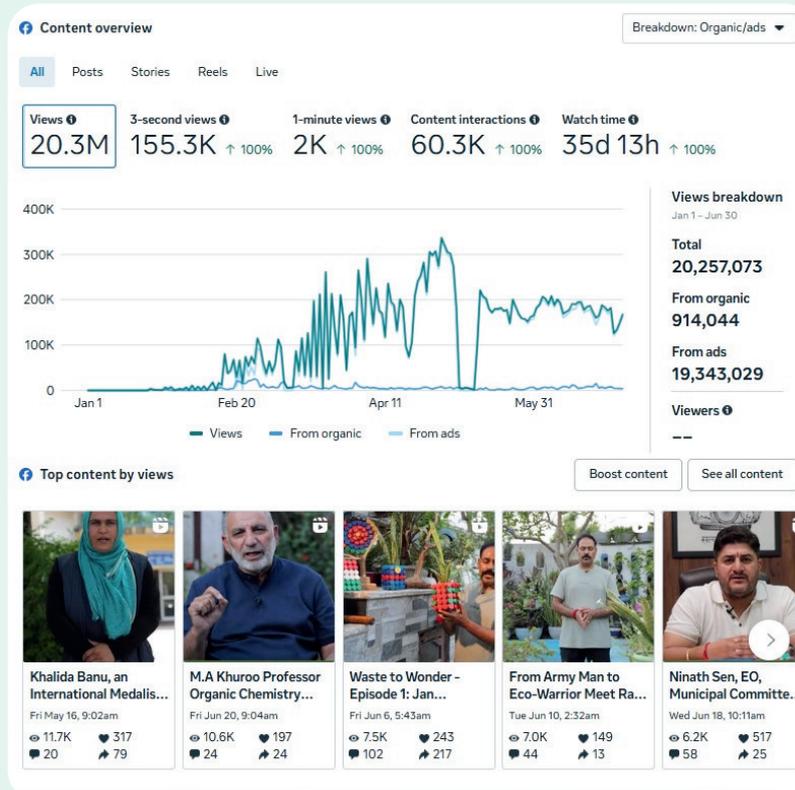
SOCIAL MEDIA COVERAGE

Digital transparency and real-time reporting were strictly maintained throughout November.

Real-time Reporting: ULBs and Swaaha Executives ensured all executed IEC activities (including high-definition images and progress metrics from the 80 focused activities) were publicized through Social Media.

Public Visibility: Consistent daily sharing of progress on all social media platforms was maintained, providing the public with immediate visibility of the Clean Toilet Campaign and the User Charge drive's successful execution.





CREATIVES & BRANDING

THE INDIAN WOMEN'S CRICKET TEAM HAS DONE WHAT TRUE CHAMPIONS DO: THEY DIDN'T JUST WIN A MATCH, THEY SWEEPED THE WORLD OFF ITS FEET!

This is *Wazirani Power* in full force: a clean sweep of the enemy like waste, with grit, teamwork and the spirit to turn dreams into history.

ICC WOMEN'S CRICKET WORLD CUP INDIA 2025

BECAUSE WHEN WOMEN RISE, NATIONS SHINE

MISSION DIRECTOR, SBM-U, 2.0

HAPPY
Guru Nanak Jayanti

On this sacred day, let us remember the timeless message of faith, compassion and service to humanity.

MISSION DIRECTOR, SBM-U, 2.0

We all use the urban service, so let's support it too!

Pay your User Fee regularly and keep our city clean, green, and sustainable.

MISSION DIRECTOR, SBM-U, 2.0

Happy Children's Day!

Nurturing Tomorrow's Responsible Citizens

Today, as we celebrate the joy and potential of our children, let's also instill in them the values that will shape a brighter India.

MISSION DIRECTOR, SBM-U, 2.0

Your waste today becomes tomorrow's crisis.

We treat rivers as mothers, so let's respect our rivers by keeping them clean, so that the next generation can also see these rivers.

PRESERVE

MISSION DIRECTOR, SBM-U, 2.0

7 Types of Plastics and Their Recyclability

Identify Plastics, Dispose Correctly and Save the Planet!

Code	Type of Plastic	Common Uses	Recyclability
PET	(Polyethylene Terephthalate)	Bottles, containers	Commonly Recyclable
HDPE	(High-Density Polyethylene)	Milk jugs, shampoo bottles	Sometimes Recyclable
PVC	(Polyvinyl Chloride)	Pipes, wraps	Not Often Recyclable
LDPE	(Low-Density Polyethylene)	Plastic bags, cling film	Sometimes Recyclable
PP	(Polypropylene)	Food containers, caps	Sometimes Recyclable
PS	(Polystyrene)	Cups, foam boxes	Rarely Recyclable
Other / PC	(Polycarbonate)	Large water bottles, baby bottles	Rarely Recyclable

MISSION DIRECTOR, SBM-U, 2.0

WORLD TOILET DAY
19 NOVEMBER 2025

India's Toilets: Protecting Lives, Securing Futures

Unsafe sanitation remains a leading cause of death for children under five in India.

This *World Toilet Day*, remember: A toilet is not a luxury, it's a foundation for life, dignity and a healthier future.

MISSION DIRECTOR, SBM-U, 2.0

Our tech obsession has a hidden cost: E-Waste.

Millions of gadgets end up in landfills every year, but it doesn't have to be this way. Donate, repair, or recycle your gadgets.

REPAIR WHAT'S BROKEN • RENEW WHAT'S OLD • REUSE RESPONSIBLY.

Don't let your tech become a statistic. Join the circular revolution.

MISSION DIRECTOR, SBM-U, 2.0

Let Fashion GO FULL CIRCLE!

When we reuse, repair and renew, we save resources, reduce waste and spread kindness.

Be a trendsetter in sustainability. Approach the Nearest SBM centre.

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This is how far plastic pollution has gone.

MAY I HAVE A PLASTIC BAG?

ALREADY INSIDE

Say no to single use plastic

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If you really care put the trash in there.

Let's keep our Community clean, together.

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Sort it right, make the future bright.

Proper sorting maximizes recycling and turns trash into new resources.

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